ABSTRACT OF THE DISCLOSURE

[00140] A user interface may enable a user of a device for determining programming events of interest to create and edit a viewer profile. The user interface may include a viewer profile identifier tool for receiving input specifying an identifier of a viewer profile to be created or edited, a category tool for receiving input that includes category preference scores associated with categories of a classification hierarchy, and a keyword tool for receiving input specifying keywords. The device may receive input specifying an identifier of a viewer profile to be created or edited, and input comprising category preference scores associated with categories of a classification hierarchy. The device may store the category preference scores in association with the identifier as a viewer profile. Other input such as keywords may also be provided. Related embodiments may pertain to devices implementing such processing.